



Idea Generation List

Main Campaign Events

- Series of videos on the morning announcements
- Memorials to Michigan drivers killed in traffic crashes
- Pre and Post surveys to measure impact
- Lunch Drives to participate in simulators and impaired vision goggles, complete a Parent Teen Driving Agreement and enter name in a drawing for a prize
- Distracted driving simulations with scooters, shopping carts, or blindfolds
- Driving simulations with impaired vision goggles on and trying to throw NERF balls, drive remote control cars, etc.

Promotional Materials

- Using the free Click it the Cricket costume and free coloring books during elementary school and hospital visits
- Purchasing posters, wrist bands, thumb bands, key chains, stickers, table tents for lunchroom tables, banners and t-shirts with funds
- Watching Ford Driving Skills for Life videos at assemblies and before or following morning announcements
- Sending home the free Ford Driving Skills for Life Parent Letter to introduce the campaign

Getting the Whole School Involved

- Ordering traffic safety videos and using them in health class as a prevention measure, ordering seat belt safety videos for physics classes
- Statistics class - calculating results of the pre and post test surveys to measure impact of campaign and validity of questions.
- PSA contest (prize money as incentive) work with broadcasting teacher to give extra points to students who participated
- Campaign t-shirt design contest
- Creating a competition to see who can complete the Ford Driving Skills for Life "The Academy"
- Use school emails to send out free online surveys (pre and post test)
- Incorporating safe driving events into your usual spirit weeks
- English class - using videos as writing prompts
- Photography class - making posters about distracted driving to hang in the school halls
- Ask clubs to make posters with statistics and reminders
- Broadcasting class - create a story about the campaign, air for the entire school and available to the community as well
- Algebra, biology, and physics classes – use the curriculum available at www.drivingskillsforlife.com



Community Outreach

- Visiting elementary and middle schools in the community to start traffic safety education early
- While volunteering at local hospitals, students can pass out traffic safety coloring books to the children
- Working with the local news station to spread the word about campaign messages and goals
- Contacting the local newspaper to cover campaign events
- Setting up an interview with the local radio station
- Getting parents involved with the Ford Driving Skills for Life Parent Letter
- Getting parents involved with a parent-teen agreement
- Creating a Facebook or Twitter page to share campaign events, photos, and results
- Reaching out to local SADD (Students Against Destructive Decisions) and SLS (Student Leadership Services) chapters to share campaign ideas
- Share the STOPPED brochures with parents. Have them register to receive a decal for their automobile